



The Oregon Social Business Challenge

Student Teams

October 1, 2012

Sponsored by the Oregon University System

Student Social Business Proposals 2012

College Student Social Business Proposal Summaries		
Campus	Project Name	Short Description
1. Eastern Oregon University (EOU) <i>La Grande, OR</i>	Eastern Oregon University Community Garden	Food Security and Obesity: Childhood obesity issue addressed by providing opportunities for local children to experience the entire agricultural process of food production, and provide fresh, whole produce to public schools in the La Grande. This will be a solution to the two major issues of healthy food access and physical activity. One third of children are overweight and/or obese and have minimal access to whole foods on a daily basis. Children rely heavily on processed foods that do not provide the necessary nutrients for a healthy diet. This is evident in our Oregon public schools which difficulty doing so due to the high cost of providing foods to children.
2. Oregon Institute of Technology (Oregon Tech) <i>Klamath Falls, OR</i>	SolenSphere	Clean Energy to Lower Carbon Footprint: SolenSphere is an energy, technology, engineering, manufacturing and service company with a conscience that will provide a next generation, fully integrated system that utilizes the sun's heat and light to produce clean energy up to 72% efficient. Their initial system addresses the current shortcomings of the solar industry by concentrating the light using a low cost design and by capturing the sun's heat for thermal energy applications. Using this can reduce the size of the solar cell by a factor of 1000 thereby reducing the cost of high tech materials used in traditional PV.
3. Oregon State University (OSU) <i>Corvallis, OR</i>	Building Community Biomass	Biomass Helping Low Income Families: To make up this shortfall in home fuel funding, reduce fuel poverty and increase community circulation of dollars, <i>Building Community Biomass</i> proposes to convert the timber industry's trash into high-value charcoal soil amendments

<i>Project location is John Day, OR</i>		and fuel oil. This would be done in the Coos Bay, North Bend area on the Oregon coast. The mobile biomass-processing unit will convert the timber slash into biomass products worth an estimated \$4.9 million of revenue per year. This enterprise will provide living wage jobs, capture carbon emissions, and increase community financial resources. Profits will be re-invested in a quality working environment, associated business development, energy efficiency education and expansion of weatherization assistance through community partnerships.
<p>4. Oregon State University (OSU) Corvallis, OR;</p> <p><i>Project location is John Day, OR</i></p>	Alternative Energy Development in Eastern Oregon	<p>Solar Heating for Nonprofits: This proposed solution is to increase the diversity of the energy mix and combat the declining economy in a region devoid of large mainstays of energy, centered on facilitating the <i>installation of solar water heaters in public buildings</i> in John Day, beginning with Blue Mountain Hospital in John Day with the aim of installing a long-term, cost-effective solar water heating system. Alternative energy development in this region could provide incentives for surrounding localities to adopt successful and economical energy practices. This business plan consists of a) establishing a consulting firm specializing in rural solar energy development and b) facilitating the dissemination of solar water heaters in public buildings by acquiring loans and grants for the purpose of financing solar water heaters and helping to secure federal, state, and other rebates.</p>
<p>5. Oregon State University (OSU) Corvallis, OR</p> <p><i>Project location is Benton County, OR</i></p>	STAR Sports	<p>Students with Disabilities: This proposal would establish STAR Sports, a sports league for children with disabilities in Benton County, Oregon. STAR will offer fall, winter, and spring programs which include various seasonal sports. Children will participate in soccer during the fall season, basketball in the winter, and track and field in the spring. Children who participate in sports learn good social skills, conflict resolution and goal setting, and gain high self-esteem and positive behaviors. Sports programs help control obesity, promote activeness, increase a child's self-image and social skills, and increase motivation. Fundamental motor and physical skills are also developed. Unfortunately, children with disabilities do not have many opportunities to participate in sports leagues. Many parents are apprehensive to encourage their children to become involved because of the range of</p>

		obstacles they are likely to encounter.
6. Portland State University (PSU) <i>Portland, OR</i>	The Blind Vision Project	Open Source Medical Solutions: The Blind Vision Project assists blind individuals by open-sourcing the development of glasses with sensors to help visually impaired people navigate the world around them. While there are endless efforts to assist the blind, technology in this area is still expensive and not comfortable, reliable, or stylish. OS Medical must address two target markets to successfully produce and distribute these devices: the builders of the devices, who are engineering students; and the users of the devices, the visually impaired. Currently, engineering students are constructing a variety of kits as part of their curriculum, but those kits are thrown away at the end of the class. OS Medical will make and sell the device hardware as kits for these students; and once fully developed and ready to be used, OS Medical will distribute them to the blind community.
7. Portland State University (PSU) <i>Portland, OR</i>	Wealth & Health	Refugee Services: Wealth & Health seeks to accomplish two main objectives: (1) Create a support group geared toward increasing holistic health by applying mind-body-medicine practices in an environment where a strong refugee support group is established; (2) Establish a community garden that engages refugees farming, but also maintain avenues for transferable job skill growth, by helping them build a foundation of experience. The combination of involving people in a supportive community establishment centered around a native practice such as farming and providing resources for health and learning allows personal growth, positive contributions, and an opportunity to heal negative experiences to be made. According to an intervention study on Kosovo victims their PTSD was reduced from 100% to 18%, still unwavering at a 3-month follow-up.
8. Portland State University (PSU) <i>Portland, OR</i>	Elkarti Ethical Fashions	Ethical Fashion and Philanthropy: Elkarti is an ethical fashion line that partners with Moroccan artisans to create unique accessories, blending Moroccan heritage and craftsmanship with modern fashion styles. Their social mission is to help Moroccan artisans develop their education and business skills by donating 30% of profits to serve such causes. Many Moroccans are illiterate and lack access to technology, which creates a hurdle to the development of their small businesses and the Moroccan artisan economy as a whole. Thousands of artisans earn their livelihood from this industry in Moroccan

		cities. Elkarti's solution to the illiteracy and business development hurdles of artisans is to create small incubators to offer elementary technology education and business training for selected artisans.
9. Portland State University (PSU) <i>Portland, OR</i>	Waste-Not Warrior	Lowering Carbon Footprint through Compost: Waste-Not Warrior's mission is to lower Portland's carbon footprint. They do this by collecting local organic waste for free from grocery stores, food co-ops, and landscape contractors, then turn the organic waste into compost. Waste-Not Warriors is centrally located in an area of over 40 participating restaurants, stores and food sellers. They have over 190 potential compost customers in nurseries, retail stores, and landscape companies. Waste-Not Warriors is dedicated to the idea of fixing our broken food cycle. Each month grocery stores, like Safeway and Fred Meyer, throw away thousands of pounds of fruit and vegetables that end up in landfills. They will help to repair our broken food cycle by turning this organic waste into a reusable product, such as compost, so that we can help new plants grow, thus completing the cycle.
10. Portland State University (PSU) <i>Portland, OR</i>	Compass Rose Tea and Coffee	Job Training for Disadvantaged Youth: Compass Rose, a sustainable café, is run as a for-profit social business offering needs-based community programming, including a quality job-training program for local disadvantaged youth populations. As a coffeehouse they will brew only coffee obtained through sustainable channels, serve a local menu of baked goods, soups and seasonal salads, and offer quality coffee alternatives such as tea, juices, and real fruit smoothies. Their social impact spreads locally, nationally, and globally through sustainable practices, their job-training program, and other active programming which will support national social endeavors and help build relationships within our community.
11. Portland State University (PSU) <i>Portland, OR</i>	Bare Bottoms	Charitable Diaper Bank: Bare Bottoms will have three components: a for-profit product line that generates the revenue needed to purchase diapers for the diaper bank, a 501c3 diaper bank that is responsible for the collection and disbursement of charitable diapers, and a for-profit retail store attached to the diaper bank that provides operational funding for the diaper bank. There are over

		<p>50 places in the Portland Metro area where families in need can get food boxes, but not a single resource for families in need of diapers (Oregon Food Bank). That means the estimated 16,000 families in the Portland area that simply do not have the \$100 it costs to buy diapers each month have no place to turn for help. Sadly, a third of all families with young children struggle to pay for diapers, and one in five families, will have to choose between buying diapers and buying food or paying for housing.</p>
<p>12. Reed College <i>Portland, OR</i></p>	<p>Homeless Outreach, Management, and Employment (HOME)</p>	<p>Homelessness in Portland: Homeless Outreach, Management, and Employment (HOME) will provide several currently lacking important services. First, it will reach out to homeless people much more actively than current organizations. They will advertise at shelters, soup kitchens, and anywhere else homeless people can be found. They will hire outgoing homeless people as "ambassadors" to the homeless who will reach out to homeless people with whom they would otherwise be unable to connect with. Their top priority is ensuring that all homeless people are aware of, and receive, the appropriate services. Once they've assessed an individual's needs we will connect them with the organization or program that can best support them--whether this is a local organization such as the Central City Concern, a housing service such as housingconnections.org, or a government program such as food stamps, welfare, rent assistance, or Medicare. HOME will work to build a local coalition of homeless support organizations.</p>
<p>13. Southern Oregon University <i>Ashland, OR</i></p>	<p>Southern Oregon Aquaponics</p>	<p>Food Security and Water Management: Southern Oregon Aquaponics proposes to address local food security issues in the Rogue Valley of Southern Oregon where currently only 3% of their caloric intake is provided by local agriculture. Aquaponics figures centrally in the strategy to increase local food production, with a focus on meeting local market demand for value-added produce and basic nutritional needs. Aquaponics achieves almost total climate control, dramatically accelerated plant growth and high-density, year-round food production, and extraordinary water conservation inherent to this method of farming. The remarkable capacity of closed-loop aquaponics greenhouse systems to efficiently manage nutrient cycling and achieve complete run-off abatement is complemented by their power to generate surplus fertilizer</p>

		(biosolids) to rebuild soil. Decentralized food production is inherently more secure and economic in that it ensures ready local access & control, thus stabilizing the food economy.
14. Southern Oregon University <i>Ashland, OR</i>	Student Sustainable Farm	Sustainable Agriculture: As students we have the ability provide fresh and affordable produce and increasing food security in Jackson County. We will create a student run organic farm organized to provide healthy food while educating students and community members about sustainable agriculture and food security. The food will be distributed at low cost to the SOU community and donated to low-income families throughout Jackson County. The farm will foster sustainability on campus and provide an innovative learning environment while granting greater access to nutrient dense produce.
15. University of Oregon <i>Eugene, OR</i>	Oregon Community Health Van	Mobile healthcare clinic (MHC): The Oregon Community Health Van will serve 7 communities with a combined population of over 20,000 in Oakridge, Klamath County, and Lake County. These areas are designated by the Oregon Office of Rural Health as being medically underserved. The Oregon Community Health Van will serve communities on a bi-monthly basis, bringing affordable healthcare services (due to their lower overhead) to communities in need. By using a high quality-low cost approach, the MHC will be affordable to all, regardless of whether or not they currently have insurance. Rural communities throughout the United States often lack access to quality, affordable health care. This model of providing direct primary care through a membership program cuts down the service barriers that health insurance creates by using high co-payments; and incentivizes patients to receive preventative care checkups.
16. Western Oregon University <i>Monmouth, OR</i>	Art Smarts	Arts Education for Middle/High Schools: Art Smarts seeks to provide leadership and resources to enable schools to retain the benefits of arts education and involvement by integrating the arts into the core curriculum. The initial target market for Art Smarts includes middle and high schools in Polk County. Art Smarts will work with schools to design an end of the year production in the form of a play, and provide ongoing support throughout the year to the school. The support would include bringing in additional help through interns who will work with teachers and administration and provide help to promote and facilitate community involvement. This production will generate funds that will

		be retained by the school to help support art programs.
17. Western Oregon University <i>Monmouth, OR</i>	Planting the Seed	Food Security: Planting the Seed will address the lack of food security in Oregon by involving more students in successful and educational gardening programs. It will provide low cost comprehensive gardening kits to schools ensuring successful gardens. The goals of the gardening kits are: to provide an opportunity for students to engage in gardening, to educate the students about the importance of eating fresh food, and to involve families in order to teach and promote food security in the community. The kits will include soil, seeds, fertilizer, watering supplies, a wheelbarrow, tools, pre-assembled raised beds, and an optional shed; and educational material, a plan for coordinating the garden, information on how to harvest the garden, and a guide for school kitchens on how to incorporate the food into school meals.

